

Covers the Torrance District Like a Blanket.

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Thousands Throng Fiesta and Exposition

Big Event in Full Swing as Managers Expect new Record

Concessions and Commercial and Automobile Exhibits Report Interest in Main Features Unusually Brisk on First Three Nights

BIG TIME FOR FRIDAY AND SATURDAY NIGHTS

Legion Will Give Away Ford Car Free; Final Events in Athletic Show and Other Last Night Affairs Will Draw Big Crowd

Thousands of residents of Torrance and vicinity have enjoyed the annual Fiesta and Exposition which is now in full swing under the auspices of the Bert S. Crossland Post, American Legion.

A record-breaking crowd thronged the Midway and the Exposition tent on the opening night Tuesday, and concession men and managers of automobile and commercial exhibits reported unusual interest in the various attractions.

On the opening night Chief Cyrus, Torrance boxer, demonstrated his prowess by defeating the professional who challenged all comers.

The next night Seattle Scott, post commander of the Legion here, wrestled a splendid bout with Kid Frye of Los Angeles, the event resulting in a draw.

One of the features of the wrestling show is Herman Stroth, a giant oil worker of the Standard Oil Company, who is scheduled for a finish match Saturday night, when Bill Montana will take him on in a catch-as-catch-can tilt.

T. A. Carlton reports that the interest in the Torrance Fiesta and Exposition on supposes his most optimistic anticipations. "We knew Torrance would put it over," said Mr. Carlton, "but the crowds that have been here every night are larger than we dared hope for."

Boys of the Legion are working up to a climax in their plans to give a Ford coupe away Saturday night. Interest in this event is intense and the crowd that will be on hand Saturday night is expected to be even larger than the record-breaking throng that packed the tent last year.

As was the case last year, a feature of the exposition is the runway from which Mrs. Carlton announces the various attractions under the big top.

Al Greiner, general chairman of the Legion committee, is of the opinion that the real fun of the fiesta has just started and declares that the crowds of Friday and Saturday nights will be larger than last year.

Members of the Legion Auxiliary are selling ice cream and homemade cake. One bachelor ate a piece of the cake and insisted on knowing if the lady who made it is married.

Call at the Fred Palmer booth and sign a card. You may be awarded the 25 gallons of oils and greases that will be given away Saturday night.

FIESTA

Notes Cleaned Here and There at the Big Exposition

Toilet articles and pictures of movie stars—beautiful movie stars—who got that way by using the preparations, feature the Beacon drug store's booth this year.

As the crowd enters the big tent the Willite exhibit is on the right—and a real exhibit it is. It shows a miniature pavement in process of construction and is one of the hits of the commercial exhibits.

The busiest man in Torrance is Al Greiner, general chairman of the Legion committee for the Fiesta.

The big five-tube receiving set at the DeFina Radio exhibit attracts a crowd of listeners every night.

Free photos with four-month subscriptions at the Herald booth are finding plenty of takers every night.

A word of credit goes to the Scouts for the splendid exhibition they are putting on at the Scout booth.

Chairs for weary Fiesta visitors and a telephone for general use are provided at the big Torrance Chamber of Commerce booth.

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Call at the Fred Palmer booth and sign a card. You may be awarded the 25 gallons of oils and greases that will be given away Saturday night.

Harvel Guttenfelder, the energetic Torrance battery man, is on the job all the time—and what he doesn't know about batteries isn't worth knowing.

Huddleston's splendid furniture display is attracting unusual attention. Bedroom furniture and pillows will be given away free Saturday night. Ask Mr. or Mrs. Huddleston.

Every one of the automobile dealers reports sales and a growing list of "warm" prospects. The automobile show offers cars in every class.

Bill Peightal of the Buick sold a car while digging post-holes Tuesday.

Jack Hansen is proudly announcing reduced prices on Chevrolets.

The Studebaker crankshaft, turned by the wind from an electric fan, is attracting a lot of attention.

And so is the new Chrysler Six.

J. W. Barnes' exhibit features hosiery—not donated.

Pictures of Torrance adorn the booth of the Torrance Investment Company. They took the booth to help the Legion.

Feel like drinking a cup of coffee? They'll give it to you at the Renn and Tomkins booth. Good, too.

Don't forget the Ford coupe will be awarded Saturday night—together with all the other free merchandise.

On Saturday Bill Montana will wrestle Romonoff. That ought to draw a packed house. The athletic show is proving one of the most popular hits of the Fiesta.

The new Hudson coach, with its wider space in the rear seat and its new motor, is a mecca for motor enthusiasts.

Bacon and Gerner went to no end of pains to make the Paige and Jewett display attractive. The beautiful cars are placed in a bower of greenery.

Mr. and Mrs. T. A. Carlton are just as pleasant, untruffed and efficient as they were last year. When anyone wants service he does to the Carltons—and gets it.

MRS. BRAY HOME AGAIN

The friends of Mrs. Gus Bray, 2011 Andree avenue, will be pleased to learn that she has returned from St. Mary's hospital, Long Beach, and is recovering rapidly from the effects of a major operation.

Watch our Want Ads grow.

Fordson Saved Fiesta in Darkness Emergency



Here's how the Fordson saved the day—or the night—for the Fiesta.

Henry Ford and Schultz Peckham & Schultz, local businessmen, saved the Fiesta and Exposition from a dark night by using a Fordson tractor. The tractor was hooked up to a generator, as shown in the picture.

The connections were made in record time. When the tractor was started a flood of light from the scores of electric bulbs filled the big tent. The Fiesta was saved.

Wherefore Henry Ford and Schultz Peckham & Schultz are the lasting thanks of the Legion and the people of Torrance.

EASTERN EDGE OF FORMATION FOUND, BELIEF

Superior's Torrance No. 38, Making Only 90 Barrels, Bolsters Belief

The eastern edge of the oil field here is daily becoming more defined. It is not far distant from Consolidated Mutual's Oakley No. 1 and the Superior Oil Company's Torrance No. 20, eastern outcrop producers, operators now believe.

This location of the edge is generally accepted, although many observers contend that the formation narrows out gradually. The edge theory given a bolster this week when Superior's No. 38, 600 feet west of No. 20, went on the pump and made no more than 90 barrels a day.

On the other hand, one can believe in the omnipotent power of God without denying evolution.

Science may even explain satisfactorily every step in the ages-old history of animal and plant life, may take us back to the first living cell. But there it stops.

To answer the question of the origin of the first living organism, one must believe in divine power—in God.

The Bible and Darwin are easily reconciled, but he who would learn to his own satisfaction, must approach each with an open mind.

It would be disastrous to eliminate too much of the evolutionary theory from the education of the young.

Just as it has been disastrous to forbid teaching of the Bible in the public schools.

GENERAL PERSHING entertained the American round-the-world fliers at Foyot's, that perfect restaurant opposite the French Senate in the Latin Quarter of Paris.

That stirr old memories. A luncheon at Foyot's is an event in a lifetime. At Foyot's one never hears the clash of a dish or the rattle of silver. Waiters, as silent and graceful as though they had been trained in the ballet, seem possessed of some uncanny sense which enables them to anticipate desires of their patrons.

Under a system unique to this cafe, no waiter is assigned to any one table, but several wait upon each party, so that every diner acquires a feeling of unusual importance.

There is no music at Foyot's. The positively perfect cuisine, the absolutely unblemished service, and the air of cultured refinement make a dinner at this best of the world's cafes an artistic ritual. Music is not required.

It was natural that General Pershing should select this famous cafe in which to entertain the fliers. He probably wished to give them the best meal available anywhere in the world—served faultlessly. Hence Foyot's.

The process of eating is not elevating, even at best. But Foyot has made it almost aesthetic.

Wherefore this humble tribute wells up out of a storehouse of memory. Foyot deserves a membership in the French Academy.

ARE moving pictures tending to build up sex complexes among our adolescents? Do the moving pictures tear down the ideals of morality on which this country originally was founded? Are the moving pictures tools of subtle propagandists? Does the public actually demand so much sex in its movie programs? Are the movies generally immoral, or do the sex appeal films constitute a minority of the pictures? You have heard all sorts of answers to every one of those questions.

The only way you can answer them for yourself is to study the pictures with an open mind, over a long period. Which is something that few of us do.

The movies constitute a powerful force in modern society, probably the most powerful force that has been introduced since the invention of printing.

Rev. Zeller and the writer have agreed on a campaign of comprehensive study of the films. It will be extended over a period of reasonable length. Pictures in all classes of theatres will be observed.

Rev. Zeller will report his findings from the pulpit. The writer's will be recorded in these columns. We have agreed to look at thirty or forty pictures, selected at

(Continued on Last Page)

Narbonne Ave. Fire Spreading to Sump, Imperils Oil Field

Daley Garage Is Totally Destroyed, but Foamite Smotherers Roaring Flames That Endanger Forest of Derricks in Vicinity

SCORES FIGHT OIL-GRASS BLAZE NEAR CARSON ST.

Lumber Pile Fire Spreads Over Grass, Endangering Rigs and Oil Tanks; Tractor and Plough Are Brought Into Play

Fire which started from a short circuit of wires in a battery charger completely destroyed the Daley garage building on Narbonne avenue in the heart of the oil field Tuesday night, with a loss of approximately \$3000. The building and contents were not covered by insurance.

The Lomita and Torrance volunteer fire departments answered the alarm, which was sounded at 10 o'clock. When they arrived at the scene of the blaze the flames had spread to an oil-filled sump-hole adjacent to the filling station.

Chemicals of the two companies were of no avail against the roaring oil blaze, which endangered the forest of derricks that stand at the neighborhood.

Oil Company Helps A rush call was sent to the Shell Oil company for foamite with which to combat the fire. The company responded with four cans of the substance. Turned into the sump-hole, the foamite quickly smothered the blaze.

The garage was entirely destroyed, however, a Ford coupe was burned.

The building was owned by E. Z. Quackenbush.

Another blaze of supposed incendiary origin started in a large lumber pile on the Chanslor-Carfield Midway Company's lease north of Carson street Wednesday afternoon, spread rapidly over the grass-covered surface of the ground, ignited an area that was

satuated with oil, and for a time threatened to sweep southeast to a group of oil derricks and tanks. A brisk wind was blowing from the west, when scores of oil workers and volunteers, armed with shovels and spades, hurriedly threw dirt on the edges of the flames to keep them from spreading further over the grass.

Tractor Gets Busy The heart of the blaze was on ground which had been soaked with petroleum from a leak in pipe lines. Around this the volunteers worked. When the blaze was at its height Chanslor-Carfield field executives, appreciating the danger to the oil derricks and tanks, ordered a tractor and plow into action. A deep furrow was plowed between the blaze and the derricks, to check the advance of the flames. The shovel volunteers, however, stopped the onrush of the fire before it reached the furrow.

The Torrance fire department responded and put out the blaze in the lumber.

A PICNIC Twenty-two kiddies, from 8 to 15 in years old, had the time of their young lives yesterday, when they picnicked at Exposition Park with their Sunday school teacher, Mrs. William Creighton, of Carson street and 6th avenue.

Mrs. A. W. Johnson of Arlington avenue assisted Mrs. Creighton to entertain and "keep track" of the children.

THE BEACON OF SERVICE

By THE MYSTERIOUS COWBOY

THE LIGHTHOUSE KEEPER OF THE BEACON DRUG COMPANY

EVERY STEP FORWARD IS ONE OF PRIDE



The Beacon Drug Store Company, with headquarters at San Pedro and establishments throughout the country, has reached a definite degree of excellence and serviceable customs in the perfect and magnificent scheme it has attained in the Torrance milestone—Beacon Drug Store No. 7.

Without a peer in decorative beauty and efficient service, this fine home of pure drugs and those things generally allied with the druggist's sphere of activity is one of the foremost additions to the ever-increasing mercantile district of this remarkable town. Opened in June, 1923, new and neat with its splendid wares, the Beacon Drug Store, under the capable guidance of A. E. Finster, has won public favor from the beginning. Nothing has been overlooked in the inclusion and arrangement of

stocks; the prescription department is of the highest degree of efficiency; many lines of sundries are available; here is the Eastman agency, the Waterman pen headquarters, the local agency for Owl preparations, and also for the popular Red Feather toilet preparations.

Mr. Finster is a native son, having been born at Santa Ana. He has been in the drug trade since he came out of the University of Southern California back in 1910. Over seven years with the Beacon institutions, this young man has a wide acquaintance throughout this part of the state. Finster is one of those affable and sincere gentlemen that one fondly hopes to meet behind every counter where one is wont to take their trade. A man of high intelligence, Mr. Finster is most eager to please all those who enter his door.

MRS. DAVIS ENTERTAINS Mrs. Olga Davis of Plaza del Amo entertained at dinner Sunday in honor of the birthdays of her daughter, Miss Edna Davis, and John Phillips.

Places were indicated for the honorees and Misses Luck Morfett and Misses Lucy Morfett and Alma Majnigne of Torrance, and the hostess.

200 NEW SUBSCRIBERS ADDED BY THE HERALD SINCE MONDAY; PHOTO OFFER ENDS SATURDAY

More than 200 new paid-in-advance subscribers have been added to The Herald's list in Torrance since Monday morning.

New residents of the city, who have been receiving The Herald gratis in a sampling campaign for the past two months, eagerly took advantage of the La Plante-Herald offer of a free \$x10 photograph with every dollar paid for a four-month subscription.

Almost as many regular subscribers paid in advance for four more months in order to take advantage of the free-photograph offer.

The Herald during the past year has increased its circulation tremendously. The addition of 200 new subscribers in this city now

J. W. GREEN COMPLETES YEAR OF FINE SERVICE AS PASTOR OF 1ST BAPTIST CHURCH HERE

J. Whitfield Green, pastor of the First Baptist church here, will complete his first year's work in Torrance next Sunday and will preach an anniversary sermon in the morning.

The Herald requested a committee of Baptists to prepare a word of appreciation of Mr. Green's services here. The notice follows: "On next Lord's day Rev. J. Whitfield Green will preach his first anniversary sermon as pastor of the First Baptist church of Torrance. His welcome smile and cheery manner has warmed the hearts of all the members of the church and all that have come in contact with him. This is shown by the healthy growth of the

congregations that greet him at each service. Mr. Green has been the means of having 39 new members join the church this year, both through letters and baptism. There are four more applicants for the baptismal services next Sunday night. Mr. Green is a forceful speaker and his evangelistic sermons are straight from the shoulder. The subjects for his sermons are all taken from the Bible. He does not believe in catchy titles. The slogan "Home Church" means all the word implies. They make you welcome and treat all as one big family. We trust you will spare one brief hour next Sunday. Come and hear Mr. Green preach, and learn to love him as we do."

WATCH FOR 'LISTENING IN,' NEW FEATURE IN THIS PAPER

The Torrance Herald and Lomita News today make an announcement that will be of intense interest to every reader of this paper, and to every man, woman, boy or girl in Torrance and Lomita. The Herald and The News will present to their readers soon a novel and interesting feature, "Listening In."

The Herald and News have secured a staff for this exclusive copyrighted feature, and they have been faithfully at work securing

the necessary data from the merchants who will participate in the feature. Remember, not one cent of investment is necessary now or ever. It costs you nothing to enter the "Listening In" contest. There is no guessing, no subscriptions to solicit, and no money to pay.

The first installment of this big profit reading feature will appear in the columns of The Herald and The News soon. Keep your eye on the Herald and The News for the biggest feature of the year, "Listening In."

Watch our Want Ads grow.